



## Courses by Defy Training Stage

| COURSE NAME   | INSTRUCTOR            | COURSE DESCRIPTION  |
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| <b>Intro Training</b>   |                       |   |
| <b>Catherine's Personal Story: Second Chances</b>                         | <i>Catherine Hoke</i> | Meet Defy's founder and CEO as she shares her personal story and why she believes in second chances and underdogs. Learn why Defy makes the commitment never to refer to EITs as ex-anys things.  |
| <b>Good Study Habits</b>  | <i>Catherine Hoke</i> | Learn study habits that will help you ace your Defy training.   |
| <b>Introduction to Ideation with Defy</b>                                 | <i>Catherine Hoke</i> | Defy's rules and guidelines for starting a business will provide a workable, realistic planning framework for entrepreneurship.   |
| <b>Fear of Failure and the Entrepreneurial Journey</b>                    | <i>Jerry Colonna</i>  | Jerry is regarded as one of the leading investors and business coaches in America, and he was instrumental in founding Silicon Alley (the venture capital community in New York City). Find out Jerry's tips for mastering the art of being an entrepreneur, overcoming your fear, and finding success.   |
| <b>Self-Limiting Beliefs</b>  | <i>Catherine Hoke</i> | Uncover lies you've accepted as truth, and move to freedom by identifying the self-limiting beliefs that have been holding you back. Create self-freeing beliefs that will guide your future actions and enable you to live up to your fullest potential.   |
| <b>Preparing for Employment with Defy</b>                                 | <i>Tarell Rodgers</i> | Tarell Rodgers talks about how to make the most of your reentry time and how he and the Defy team can help you find work.   |
| <b>Steve Madden's Story</b>   | <i>Steve Madden</i>   | Starting with \$1,000, Steve grew his company to \$2.6 billion. And he served time in prison. Learn about second chances and entrepreneurship directly from Steve Madden!   |
| <b>Customer Development</b>   | <i>Ted Ladd</i>       | Customer development is the process through which you define the problems you plan to solve in your business and the people for whom you are solving them. Before you invest in a solution, you need to talk with potential customers and identify customer problems so the business idea you end up proposing meets real customer need in the marketplace!   |
| <b>Insights into Ideation</b>   | <i>Seth Godin</i>     | Best-selling author and marketing guru Seth Godin shares secrets that will help you start the right kind of business.   |
| <b>Identifying Job Interests and Targets: Employment Coaching, Part 1</b> | <i>Roy Cohen</i>      | This course introduces you to Roy Cohen, a career counselor and executive coach who has worked with clients from diverse industries and backgrounds, from Wall Street to consumer products to entertainment. In this course, you will discover what jobs are good for you, and learn the difference between skill and will. With self-knowledge, you will develop a career plan strategy that will set you up for success in the employment market. |

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| <b>Career Plans and Networking: Employment Coaching, Part 2</b>         | <i>Roy Cohen</i>      | In this course, learn the goal of networking and develop a script for sharing your criminal history.   |
| <b>Presenting Yourself to Investors and Employers</b>                   | <i>Catherine Hoke</i> | In this course, you will learn to write a winning resume – Defy style. The course dispels some common misconceptions about what makes a strong resume. You’ll gain a set of resources and samples, guiding you through the process of drafting a rock star resume.   |
| <b>Reaching Out to Potential Employers: Employment Coaching, Part 3</b> | <i>Roy Cohen</i>      | Learn how to connect with companies, use employment agencies, and contact employers.   |
| <b>Writing Your Cover Letter</b>  | <i>Catherine Hoke</i> | Learn how to make a great first impression with potential employers by crafting an effective cover letter that is customized to the needs of a potential employer.   |
| <b>Making a Strong Impression: Employment Coaching, Part 4</b>          | <i>Roy Cohen</i>      | Learn how to choose your references as well as how to make a good first impression at an interview and follow up afterward – even if you are turned down.  |
| <b>Stanley Tucker’s Tips for Success</b>                                | <i>Stanley Tucker</i> | Stanley, a major investor in U.S. women- and minority-owned businesses, has a criminal history, and he shares his secrets for how to do time well, focus on important goals to support the family upon reentry, turn your life around, and find meaning in the choices and changes of life. Based in faith, Stanley’s course will bring you hope and healing.  |
| <b>How to Write Your Personal Statement</b>                             | <i>Catherine Hoke</i> | Find out how to share your story, criminal past, and transformation in a way that inspires confidence in investors and employers. Develop a personal statement that takes ownership of past and communicates your transformation to lead others to trust and accept you.   |
| <b>Negotiating a Job Offer: Employment Coaching, Part 5</b>             | <i>Roy Cohen</i>      | Learn how to negotiate a job offer. Roy gives you tips on how to start strong in your job search. Roy and Catherine share case studies and do mock interviews with EITs.   |
| <b>Lining Up Top-Notch References</b>                                   | <i>Catherine Hoke</i> | Learn which references to select, how to mend relationships with past employers who fired you, and prepare your references so you can land employment.   |
| <b>Case Studies and Interview Feedback: Employment Coaching, Part 6</b> | <i>Roy Cohen</i>      | Learn the art of networking and develop a script for sharing your criminal history.  |
| <b>Technology Basics</b>  | <i>Charles Hoke</i>   | Does technology feel almost like a foreign language to you? This course will provide some relief if you’re unfamiliar with or rusty using a computer, going online, using a search engine, using basic technology tools like word processing software, or using a smartphone and popular apps (applications). Basic knowledge of technology will help you get a job, communicate with others, and enrich your life in many ways. |
| <b>Using LinkedIn</b>   | <i>Lane Stilson</i>   | LinkedIn, a social media site aimed at professionals, is one of the best tools for getting a great job and networking with fellow entrepreneurs and influencers in your industry. Lane Stilson, Business Operations Manager at LinkedIn, shares how to use the site to build a professional identity, network with others, promote your business, and find potential jobs.   |

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| <b>Transformational Inquiry: Character Development, Part 1</b>       | <i>Dan Tocchini</i>                    | This video is the start of a three-part series on the power of self-transformation and building character. Learn to define leadership and character, the principals of inquiry, and the dynamics of conversation. Explore some of the “rackets” people engage in to cover up reality.  |
| <b>The Power of a Promise: Character Development, Part 2</b>         | <i>Dan Tocchini</i>                    | Dan’s examines the power of a promise as well as the damage of broken promises. Reflecting on the payoffs and prices of personal rackets can help you take charge of your new life and become an effective entrepreneur.   |
| <b>Suspicion, Betrayal, and Trust: Character Development, Part 3</b> | <i>Dan Tocchini</i>                    | Learn about suspicion, betrayal, and trust. The series on character development concludes with a focus on developing authentic trust in your relationships.  |
| <b>Consequence Trails</b>  | <i>Tarell Rodgers and Barry Kellam</i> | Tarell and Barry discuss their histories, incarcerations, and the difficulties they and others typically face upon reentry. You’ll learn how to make better choices by fully thinking through the consequences of your potential actions.  |
| <b>The Road Ahead</b>  | <i>Sharon Richardson</i>               | Packed with advice on topics ranging from parenting to forgiveness, learn about successful reentry from an EIT who served 20 years in prison on a murder charge and shares her beautiful journey to freedom.   |
| <b>The Business Plan for Your New Life</b>                           | <i>Catherine Hoke</i>                  | This course will help you to prepare for your first day and first week of release and will guide you through making a plan for your life post-release.   |
| <b>Realistic Expectations</b>  | <i>Catherine Hoke</i>                  | Learn to set realistic expectations – the kind that will set you up for success rather than disappointment.  |
| <b>Your Career Plan</b>  | <i>Catherine Hoke</i>                  | A job won’t land in your lap. This course will teach you to create a successful job-hunting process—and how to land a job within your first month of release—if you follow the formulas.   |
| <b>Criminal Records and Employment</b>                               | <i>Lionel Oglesby</i>                  | Finding employment can be daunting for formerly incarcerated men and women, but this course will help you understand the hiring process, how to talk about your rap sheet, and other steps to take to become more employable.  |
| <b>Preparing for Defy Events</b>                                     | <i>Catherine Hoke</i>                  | Prepare to impress executive volunteers and business coaches at your upcoming event!   |
| <b>Zero to One</b>   | <i>Blake Masters</i>                   | Blake Masters, co-author with Peter Thiel of the book, <i>Zero to One</i> , encourages entrepreneurs to do something new and take control of their futures. This course challenges some widely held beliefs about competition, how to measure success, and how to plan for the future. |
| <b>Why Defy Drug Tests</b>   | <i>Catherine Hoke</i>                  | Defy expects all EITs to stay clean and legal. EITs represent Defy to potential employers and investors, and it is important – both to your future and to Defy’s – that you represent with legal integrity.  |
| <b>Joe Moglia’s Success Strategies</b>                               | <i>Joe Moglia</i>                      | Growing up in a gang and getting his girlfriend pregnant as a teenager didn’t stop Joe. Learn how he defied the odds to become the CEO of TD Ameritrade, one of America’s largest companies ... and a winning college football coach!  |

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| <b>Your Personal Brand: Business and Social Etiquette, Part 1</b>            | <i>Mrs. Parker</i>            | Learn the importance of etiquette and how to convey your personal “brand” through little signs and social signals. Learn how to make a good first impression by introducing yourself properly, monitoring your body language, and choosing the proper attire and appearance to represent yourself in a business or formal social situation.   |
| <b>Grammar and Code-Switching</b>  | <i>Julie Jackson-Forsberg</i> | Learn the importance of code-switching, or choosing the best language style (formal or informal) to fit the setting, audience, and purpose so you can communicate effectively.  |
| <b>A Life Well-Lived</b>   | <i>Catherine Hoke</i>         | Start to plan your legacy and choose what you would like your life to be known for.   |
| <b>Life Purpose Exercise</b>   | <i>Dana Heartman</i>          | Facilitated by one of broadcast television’s favorite life coaches, this course will help you examine your life purpose: Do you know your purpose? How do you discover your life purpose?   |
| <b>Develop Your Dream</b>  | <i>Catherine Hoke</i>         | Learn how to develop your dream by thinking through your driving values, exploring options, finding your purpose, and then learn to take steps toward your dream (unlike many who let their dreams wither and die!).  |
| <b>WHITE BELT</b>  |                               |   |
| <b>The New Business Toolbox</b>  | <i>Seth Godin</i>             | Seth shares his wisdom and techniques for establishing and building a new business from scratch.  |
| <b>Naming Your Business</b>  | <i>Catherine Hoke</i>         | Picking your business’ name is a process that requires thought and research. Use Defy’s business naming worksheet to create a great name for your startup.  |
| <b>Life Lessons: Catherine’s Personal Story</b>                              | <i>Catherine Hoke</i>         | Go in-depth with Defy’s founder and CEO as she shares life lessons that shape Defy’s commitment to underdogs and second chances.  |
| <b>Small Talk and Social Civility: Business and Social Etiquette, Part 2</b> | <i>Mrs. Parker</i>            | Learn tips for communicating, from making small talk to writing emails and posting on social media, to interview etiquette. Learn the importance of social civility. This course focuses on harassment as well as sensitivity to generational and cultural differences. The course highlights gift-giving, common incivilities, or rudeness, and etiquette related to meetings and telephone calls. |
| <b>How to Give a Meaningful Apology</b>                                      | <i>Dana Heartman</i>          | Through the years, this has proven to be Defy’s most popular and often-used video. This simple system will help you be more authentic when talking to family, friends, and others you may have hurt or wronged in the past.   |
| <b>Forgiveness</b>   | <i>Dana Heartman</i>          | Learn how to forgive even some of the hardest things ... and how to forgive yourself of things you’ve considered “unforgivable.”  |
| <b>Necessary Endings</b>   | <i>Henry Cloud</i>            | Some endings in life are necessary, as they allow you to focus your resources and make space in your life for healthy growth. Learn to identify patterns that you need to end, set boundaries, and protect yourself from negative behaviors and relationships.  |
| <b>Introduction to Business Strategy: Entrepreneurship 101, Part 1</b>       | <i>Kene Turner</i>            | Learn the fundamentals of entrepreneurship. Learn how to recognize a good business opportunity, classify types of businesses, understand the unit of sale, and identify types of business expenses.   |

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| <b>How to Write a Mission Statement</b>                                 | <i>Catherine Hoke</i>     | Learn to write a comprehensive mission statement that will keep you, your employees, and customers focused.   |
| <b>Introduction to Guilt and Shame</b>                                  | <i>Dana Heartman</i>      | Dana tells you her personal story. Through her example, learn to identify and deal with some of your personal issues.   |
| <b>The Entrepreneur's Motivation</b>                                    | <i>Randy Komisar</i>      | Learn the importance of making a life while making a living from Randy Komisar, the author of <i>The Monk and the Riddle</i> , and a partner at Kleiner Perkins, one of the most famous venture capital firms on Sand Hill Road. Learn what VCs look for when they invest in a startup, what entrepreneurs should focus on, and how to "build brand."                             |
| <b>Time Management</b>  | <i>Dave Crenshaw</i>      | Stop multi-tasking, find your rhythm, and work smart. According to Dave, "the business is the entrepreneur's mirror," so the first step toward improving your business is improving yourself. Get organized and start increasing your value per hour.   |
| <b>Out of the Darkness: Dealing with Depression and Discouragement</b>  | <i>Henry Cloud</i>        | Dr. Henry Cloud teaches you how to recognize the symptoms and identify the causes of depression. Learn how depression is treated, and make adjustments (including dealing with past grief, loss, and anger) that will help you or a loved one to overcome depression.   |
| <b>Developing Decision Trees</b>  | <i>Michael Castellano</i> | Have you ever heard of a video resume? If you are charismatic and come off better in person than you look on paper, this might be the tool for you. The CEO of Engajer walks us through the winning recipe.   |
| <b>Introduction to Financial Modeling: Entrepreneurship 101, Part 2</b> | <i>Kene Turner</i>        | Kene introduces you to financial statements, including income statements, balance sheets, cash flow statements, and sales projections. Learn the basics of business financing and the differences between legal structures you can use to incorporate a business. Learn how to calculate the contribution of goods and services sold by evaluating variable expenses and pricing. |
| <b>Tell Your Story with Numbers</b>                                     | <i>George Parker</i>      | Learn how three financial statements come together to tell the story of your business with numbers. George Parker, a professor at the Stanford School of Business, teaches the basic accounting concepts behind the Balance Sheet, Profit and Loss Statement, and the Cash Statement.   |
| <b>Personal Finance and Budgeting</b>                                   | <i>Ken Churchill</i>      | Learn how to make household and personal budgets and track your spending. Learn about the types of finance professionals you should consider consulting, as well as the importance of developing a personal balance sheet to tell your personal or family story in numbers.   |
| <b>Personal Taxation</b>  | <i>Greg Pepin</i>         | Learn your responsibilities for filing personal income taxes as well as how best to prepare for filing.   |
| <b>Dining Etiquette: Business and Social Etiquette, Part 3</b>          | <i>Mrs. Parker</i>        | Learn dining etiquette – from how to set a table to how to navigate a formal dinner   |
| <b>Hot Buttons</b>  | <i>Dana Heartman</i>      | Learn strategies for controlling yourself, and how to react appropriately, when someone pushes your hot buttons.  |
| <b>Touch Typing</b>   | <i>Catherine Hoke</i>     | Learn to teach yourself touch typing – and why it's an important skill to know.   |

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| <b>Defying the Odds</b>   | <i>Jameel McCline</i>         | Jameel was told that he was too old to fight and that he could never run for public office. Hear his inspiring journey to the top, from incarceration to Heavyweight Boxing Champion.  |
| <b>How to Prepare for Business Coaching Night</b>                               | <i>Catherine Hoke</i>         | Prepare to impress executive volunteers and business coaches at your upcoming event!   |
| <b>Intro to DEN</b>   | <i>Catherine Hoke</i>         | Defy is interested in your long-term success. When you enroll in the Defy Entrepreneur Network (DEN), you will continue to have access to the Defy services and benefits you know and love. This is a lifetime program – because self-transformation takes a lifetime.             |
| <b>Introduction to Marketing: Entrepreneurship 101, Part 3</b>                  | <i>Kene Turner</i>            | Learn the basics of marketing and market research, including competitive analysis and defining your competitive advantage. Develop a marketing plan for your business that creates a varied marketing mix.   |
| <b>Conducting Market Research</b>   | <i>Catherine Hoke</i>         | Researching your market is essential to introducing a product or service of value. Learn how to research your target market and describe your target customer.   |
| <b>Minimum Viable Product (MVP): Launching Your Business for Less than \$1K</b> | <i>Michael Karnanaprakorn</i> | Michael Karnjanaprakorn, the founder of Skillshare, one of the world's largest Internet-based learning websites, tells how to de-risk a business idea through a simple template that will allow you to create a product or service that people will really care about.             |
| <b>MVP: Advice for EITs</b>   | <i>Michael Karnanaprakorn</i> | Michael Karnjanaprakorn gives several Defy EITs “hot seat” advice on their MVPs (Minimum Viable Products). Learn to get your business off the ground in 24 hours with \$1,000 or less.   |
| <b>Life Wounds</b>  | <i>Dana Heartman</i>          | Learn how deep wounds from your parents and childhood could be holding you back, and begin taking the steps that will help you move forward, free of past baggage. Learn how to recognize the blinders that limit your ability to communicate well in a relationship.              |
| <b>Lessons in Risk</b>  | <i>Tim Draper</i>             | Tim Draper, a billionaire venture capitalist and founder of Draper University, a top entrepreneurial training program, shares what he likes to see in an entrepreneur.   |
| <b>Letters to Self</b>  | <i>Catherine Hoke</i>         | This is a short exercise that you will love—because it involves crafting “love bomb” letters to yourself that Defy will hold safe ... then send to you when you're least aware. It's great to be cheered up and inspired by your own words of self-appreciation and encouragement! |
| <b>Inspiration and Encouragement with Barry Kellam</b>                          | <i>Barry Kellam</i>           | As an EIT-in-Residence, Barry supports fellow EITs during their Defy journey. Barry shares his initial skepticism and how he overcame it by committing to his future success and resisting hypocrisy.  |
| <b>Writing Your Leadership Statement</b>  | <i>Catherine Hoke</i>         | Learn how to write a leadership statement, or professional bio, that will introduce you as the CEO of Your New Life ... and your business!   |
| <b>Preparing for Mentor Matching Night</b>                                      | <i>Catherine Hoke</i>         | One of the most amazing parts of the Defy Academy is the opportunity to work with a business mentor who will regularly meet with you and help you start up a new business!   |

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| <b>Defy EIT Success Stories</b>                                      | <i>Catherine Hoke with five Defy EITs</i>               | Meet five successful EITs who share their feelings about their pasts, their fears, and their hopes for the future. Listen to their stories to learn what you can expect to gain from your participation in Defy.  |
| <b>Writing Your Business Concept Summary</b>                         | <i>Catherine Hoke</i>                                   | The Business Concept Summary (BCS) is a one-page summary of your entrepreneurial idea, and it is the foundation for starting a business and pitching investors.   |
| <b>Relationship Etiquette: Business and Social Etiquette, Part 4</b> | <i>Mrs. Parker</i>                                      | Learn relationship etiquette, with tips that are just for gentlemen and just for ladies.  |
| <b>The Five Love Languages</b>                                       | <i>Catherine Hoke</i>                                   | The way you give and receive love can be entirely different from the way your loved ones give and receive it. Learn the different love languages and how you can strengthen your personal and business relationships and communicate your care.   |
| <b>Affirming Your Loved Ones</b>                                     | <i>Catherine Hoke</i>                                   | Learn how to share a “love bomb” that will make your loved ones feel valued and affirm their actions...and their importance in your life.   |
| <b>Financing Your Start Up</b>                                       | <i>Steve Rogers</i>                                     | Learn loan basics, including the cost of capital and the benefits of using debt from a Harvard Business School professor! Learn how equity works and how to deal with banks as well as how to do the math to determine the amount of capital you need and how to calculate the valuation of a business.                                   |
| <b>Pitching and Public Speaking</b>                                  | <i>Andrea Barrica</i>                                   | Learn the best tips for how entrepreneurs should present themselves and pitch an investor or a larger group.  |
| <b>Baggage and Conflict</b>  | <i>Dana Heartman</i>                                    | Baggage. We’ve all got some. In this course, learn about the kinds of baggage that can sabotage a relationship, develop awareness of relationship “red flags,” and think through what you want in a relationship. Learn the power of words and the danger of assumptions as well as how to resolve inevitable conflict in a relationship. |
| <b>How to Give a Winning Presentation</b>                            | <i>Catherine Hoke</i>                                   | Public speaking is difficult for most people, but Defy’s course on giving a winning presentation will help you rock the house whenever you get up to speak—whether it’s a presentation at a Defy Business Pitch Competition or speaking at your house of worship.   |
| <b>How to Win the Rocket Pitch Competition</b>                       | <i>Catherine Hoke</i>                                   | Men and women who are part of the Defy Academy program (post-release) are able to pitch their business ideas to real-life CEOs and other judges from the business community for cash contributions to their new businesses. In this course, see what you have to look forward to—and how to win it all!                                   |
| <b>How to Win in White Belt</b>                                      | <i>Catherine Hoke</i>                                   | Part pep talk, part practical tips, this short course will prepare you for Defy’s <i>Shark Tank</i> competitions, encouraging you never to give up on yourself.   |
| <b>Signature Sheets: How to Practice Your Pitch</b>                  | <i>Catherine Hoke</i>                                   | The old saying, “Practice makes perfect,” is true—you need to practice anything in order to be really good at it. Learn how to effectively practice your pitch and do well in the business plan competition after your release.   |
| <b>VC Insider: A Sneak Peek at Pitching at USV</b>                   | <i>The Investment Partners at Union Square Ventures</i> | See how past EITs have given 100% and impressed the judges, and pick up tips and pointers to improve your performance when you present your new business to others.   |

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| <b>Building and Maintaining Your Credit</b>      | <i>Dara Duguay</i>    | The executive director of the Credit Builder's Alliance gives you tips on how to mend your personal finances and establish a credit score. Learn how to manage credit cards and other forms of debt to build and maintain your credit.                                      |
| <b>BLUE BELT</b>                                 |                       |   |
| <b>Incorporating Your Business</b>               | <i>Delisha Grant</i>  | S-Corp? LLC? Which is right for you? Learn the differences and make a thoughtful decision! Delisha founded a legal firm focused exclusively on advising startups.   |
| <b>Introduction to Accounting and Financials</b> | <i>John Evans</i>     | Learn basic financial terminology, and the differences between an income statement, balance sheet, and cash flow statement.   |
| <b>The Power of Vulnerability</b>                | <i>Brené Brown</i>    | Learn how vulnerability and courage are inextricably linked and learn the value of telling the story of who are with your whole heart, which Brené says is the root of courage.   |
| <b>Building Your Financial Model</b>             | <i>Charles Hoke</i>   | Step-by-step instruction for building and completing your financial model in Excel.   |
| <b>Writing Your Core Values</b>                  | <i>Dave Crenshaw</i>  | Learn the importance of establishing your business' core values, and how to pick them.  |
| <b>Corporate Social Responsibility</b>           | <i>Nate Heasley</i>   | Make the world a better place through your company, and learn how to incorporate CSR into your business plan.   |
| <b>Writing Your Business Plan</b>                | <i>Catherine Hoke</i> | Learn how to pull all the sections of your plan together to create a winning business plan.   |
| <b>Opening a Business Bank Account</b>           | <i>Ashley Gretch</i>  | Learn about documentation requirements and costs, and how simple this important step can be from an officer of Chase Bank.  |
| <b>Crafting your LOI and Vender Contracts</b>    | <i>Delisha Grant</i>  | Learn to create a customized, legally sound Letter of Intent to sign up potential customers, and navigate the nuances of contracts.   |
| <b>Introduction to Brands and Branding</b>       | <i>Jay Johnson</i>    | Learn the Seven Tools of Branding and how you can put them to use to help form your business and build your brand.  |
| <b>Using PowerPoint</b>                          | <i>Eddie Gandevia</i> | Welcome to PowerPoint! Learn how to create a winning PowerPoint presentation from a former McKinsey strategist and wow judges at the Capital Call Competition.  |
| <b>Cold Calling to Produce Results</b>           | <i>Catherine Hoke</i> | Generate sales by being smart and disciplined about your prospecting.   |
| <b>Sales Training, Part 1</b>                    | <i>Troy Elmore</i>    | Learn effective sales techniques from one of the country's master sales coaches. Explore the trouble with traditional sales, learn a more effective system for establishing contact with a sales prospect, and learn about key ingredients of your entrepreneurial success. |
| <b>Sales Training, Part 2</b>                    | <i>Troy Elmore</i>    | Learn an effective process for establishing contact with a potential customer, understand his or her decision-making process, and get to fulfillment.   |
| <b>Why Businesses Fail</b>                       | <i>Catherine Hoke</i> | Avoid these common pitfalls; identify your business' biggest potential weaknesses.  |
| <b>Why Defy Businesses Succeed</b>               | <i>Catherine Hoke</i> | There's nothing top-secret about the process that Defy's successful EITs follow, but we'll reveal the common sense and sound business practices that we've intentionally built into Defy that will improve your chances of success.   |

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| <b>Compounding Interest</b>                         | <i>Valerie Mosely</i> | Valerie, a powerful Wall Street investor and leading African-American businesswoman, will teach you how to grow your money and spend wisely when you re-enter society.  |
| <b>Your Body Language Shapes Who You Are</b>        | <i>Amy Cuddy</i>      | Watch this acclaimed TED talk to learn how your body language shapes not only how others perceive you but also how you act in social situations. Learn the value of “power posing” before presenting to an audience or interacting with others in a formal situation when power is important.   |
| <b>Wowing Investors</b>                             | <i>David Hornik</i>   | David is a professor at the Stanford Graduate School of Business AND Entrepreneur in Residence at Harvard Business School ... and he’s a venture capitalist and TED organizer. In this course, he’ll tell you what investors want to see!   |
| <b>Prospecting Behavior</b>                         | <i>Troy Elmore</i>    | Looking for new customers and sales leads to grow your business? Troy can help you! Learn why your attitude toward prospecting is critical to your success as an entrepreneur and learn how to identify and connect with your ideal prospects. Learn to set prospecting goals and develop the habit of prospecting regularly to spend the right amount of your time on the “Pay Time” side of the “Trouble Line.” |
| <b>Getting Past the Gatekeeper</b>                  | <i>Troy Elmore</i>    | This course will help you get past the wary assistant or office manager so you can reach actual decision makers—your sales targets.   |
| <b>Tips from a Business Pitch Competition Judge</b> | <i>Martin Babinec</i> | Learn what makes Defy’s Business Plan Competition judges take notice of an EIT’s pitch and what mistakes will limit your chances of success.  |
| <b>PURPLE BELT</b>                                  |                       |   |
| <b>Managing Marketing</b>                           | <i>Jill Avery</i>     | This Harvard Business School professor will give you a thorough overview of the marketing process that you will need to implement to help your startup business grow.   |
| <b>Branding Strategy</b>                            | <i>Pete Kearney</i>   | In this advanced brands and branding course, you will learn how to create and launch an effective branding strategy that will attract new sales leads.  |
| <b>Creating Your Business Logo</b>                  | <i>Pete Kearney</i>   | A professional logo designer The Senior VP and Creative Director of Erwin Penland, a major advertising agency, will walk you through the steps that lead to successful business logo development.   |
| <b>Creating Great Business Cards</b>                | <i>Pete Kearney</i>   | A professional designer will help you develop a personalized “brand in your hand”—a great business card that will make a memorable (and good!) impression.  |
| <b>Preparing for the Angel Pitch Competition</b>    | <i>Catherine Hoke</i> | Pitch advice from the Founder and CEO of Defy Ventures—learn exactly what you need to do to win this competition.   |
| <b>Setting Up Your Business Website and Blog</b>    | <i>Sandy Selinger</i> | Learn how easy it can be to set up your company’s website, including essential pages and additional features that will attract and engage your customers.   |
| <b>Seven Ways to Protect Your Business</b>          | <i>Charley Moore</i>  | Learn how to shield your business from risk, protect intellectual property, fulfill your obligations as an employer, and enter contracts with confidence.   |

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| <b>The Balance of an Entrepreneur</b>      | <i>Dave Crenshaw</i>    | It's easy to work yourself into the ground. Learn strategies to balance work with other life priorities, so you can lead sustainably.   |
| <b>Creating One-Page Systems</b>           | <i>Dave Crenshaw</i>    | Learn how to document key systems and create consistency for your business, allowing you, as founder, to work on...not just in...your business.   |
| <b>Social Media Strategy</b>               | <i>Teague Loughman</i>  | See how you can use social media to optimize your business—from a social media guru who has a huge online following.  |
| <b>Writing Your Five-Year Vision</b>       | <i>Dave Crenshaw</i>    | One of an entrepreneur's most important roles is to set a strong vision for the organization. You'll receive a guide to creating your five-year vision, providing your startup with purpose, direction, and drive.  |
| <b>Financial Analysis and KPI</b>          | <i>John Evans</i>       | Learn the importance of Key Performance Indicators (KPIs) and how to develop KPIs, goals, and feedback systems for your business.   |
| <b>Using Crowdfunding to Raise Capital</b> | <i>Nick Raushenbush</i> | Learn what crowdfunding is as well as the basics of how to tell your story through a good crowdfunding video. Learn how to manage your crowdfunding video from the initial creative stage through production and post-production to communicate your message to crowdfunding donors – your potential customers.   |
| <b>Being Crazy and Taking Risks</b>        | <i>Linda Rottenberg</i> | Being an entrepreneur means that you have a higher-than-average tolerance for risk. This course reminds you that you're not crazy to be an entrepreneur, nor are you alone.   |
| <b>Managing Customer Service</b>           | <i>Len Schlesinger</i>  | This Harvard Business School professor will guide you through the fundamentals of setting up and running effective customer service to help your business thrive.   |
| <b>Negotiating Equity and Debt</b>         | <i>Ilan Nissan</i>      | Learn how to negotiate equity investments in your start-up business, and protect your rights while striking a deal with an outside investor.  |
| <b>Questioning Strategies</b>              | <i>Troy Elmore</i>      | Learn why, no matter how much you know about your business, you should spend at least 70% of your time listening to a potential customer and asking questions rather than talking about the solutions your business provides.   |
| <b>Money and Happiness</b>                 | <i>John Montgomery</i>  | Learn tips for managing your money, saving, and investing in this course that reminds you that money does not equal happiness.  |
| <b>BROWN BELT</b>                          |                         |   |
| <b>Creating a Winning Hiring Process</b>   | <i>Dave Crenshaw</i>    | Hiring can be time consuming and expensive. Learn to create a strong process for finding, interviewing, and hiring the right people for your business. Learn to identify the traits, or fixed personality characteristics, that are required to make a hire truly successful for your business. Learn to distinguish traits from skills and to use both traits and skills to develop position agreements. |
| <b>Negotiating for Success</b>             | <i>Kevin Mohan</i>      | Learn from this Harvard Business School professor about the art of negotiation, including how to establish a zone of possible agreement so both sides can create and claim value in a negotiation.  |

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| <b>Job Descriptions and Position Agreements</b>   | <i>Dave Crenshaw</i>                    | Learn to develop position agreements, valuable management tools that make employee responsibilities clear and provide an opportunity for your employees to be fully invested in their work.   |
| <b>Five Laws of Success</b>                       | <i>Mike Warren</i>                      | Learn how the five laws of Success, Compensation, Influence, Authenticity, and Receptivity can help you become more successful in life and in business.   |
| <b>Women in Leadership</b>                        | <i>Joanne Wilson and Susan Danziger</i> | Learn to confront stereotypes that feed in to the idea that women can't be CEOs and learn how strong female CEOs view their roles.  |
| <b>Bringing on a Partner or Co-Founder</b>        | <i>Scott Strother</i>                   | Learn the pros and cons of bringing on a co-founder or partner, and learn what qualities to look for – and those to avoid – if you decide to bring on a co-founder.   |
| <b>Using CRM Tools</b>                            | <i>Written</i>                          | CRM stands for Customer Relationship Management, and this course will help you master a tool that will let you track your customers and continue to engage with them in the future.   |
| <b>Workplace Sensitivity</b>                      | <i>Written</i>                          | Employees give their best efforts in a workplace where they feel respected and valued. Learn the importance of developing inclusive and respectful team dynamics that will keep your employees and customers feeling positive, productive, and engaged. |
| <b>Insuring Your Business</b>                     | <i>Written</i>                          | Insurance can be an after-thought, but when the time comes to cover a physical or liability-related loss, it could mean everything to your new business. Learn the basics of risk management and about the types of insurance you'll need.              |
| <b>Paying Business Taxes</b>                      | <i>Greg Pepin</i>                       | Learn the basics of business tax law, including how your chosen business structure affects the types of taxes you and your business will have to pay and how to maintain good records.  |
| <b>Using QuickBooks</b>                           | <i>Greg Pepin</i>                       | Learn the basics of how to use QuickBooks including how to set up a chart of accounts and establish basic accounts for receivables, payables, and assets.   |
| <b>Managing People</b>                            | <i>Tom DeLong</i>                       | Learn how to “crush it” as a leader by setting direction, creating commitment, and holding others accountable to execute the vision for your business. Learn the importance of leading by example and establishing trust with your team.                |
| <b>Problem Solving Using the SAM Cycle</b>        | <i>Dave Crenshaw</i>                    | Seeing recurring problems in your business, or with an employee, but you can't figure out how to solve it? Dave goes into the details of how Systems, Accountability, and Motivation can help provide solutions to any business problem.                |
| <b>Successful Employee Onboarding</b>             | <i>Dave Crenshaw</i>                    | Congratulations on making your first hire. Now what? Learn the secrets of bringing on productive employees, and teaching them about your vision and culture.  |
| <b>When to Hire: Employees versus Contractors</b> | <i>Martin Babinec</i>                   | Learn the difference between independent contractors and employees and the importance of developing a scalable workforce. Learn to identify when it's time to hire a contractor and when it's time to hire an employee                                  |

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| <b>Qualifying for Black Belt</b>                           | <i>Catherine Hoke</i>                | Learn the qualifications for the coveted Black Belt status – and what your options are until you achieve this level of business mastery.   |
| <b>Power: Some Have It, Some Don't</b>                     | <i>Jeffrey Pfeffer</i>               | This lesson, and the controversial book, taught by a Stanford MBA professor, will certainly get you thinking about the ways you use power as a business leader.  |
| <b>Rapid Fire Questions</b>                                | <i>Catherine Hoke</i>                | Learn how to prepare for the Rapid Fire Questions section of Defy's Business Pitch Competition which puts you in the hot seat to test how well you do under pressure, how well you know your business details, and how confidently you can sell yourself.              |
| <b>Preparing for the Venture Capital Pitch Competition</b> | <i>Catherine Hoke</i>                | Get psyched! The Brown Belt business pitch competition is coming, with the biggest grant prizes yet, and this course will lead you to greatness in your final Defy Academy competition.  |
| <b>How to Access Interest-Free Microloans</b>              | <i>Katherine Lynch</i>               | Did you know that you can access 0% loans for your business today? Learn how!  |
| <b>Pivoting and Iterating</b>                              | <i>Acumen Fund</i>                   | A panel of investment experts advise you on when to pivot or iterate—meaning when to make a big change in your business model to hop on a new market opportunity, or when to make a minor change.  |
| <b>Preparing for VC Investment</b>                         | <i>Andrew Romans</i>                 | Set your business trajectory with help from a noted investor and best-selling business author. This course will give you some great insights into how to scale your business to new heights to prepare to receive investment.  |
| <b>Using Yelp</b>  | <i>Morgan Remmers</i>                | Yelp is one of the most engaging websites for businesses, and it's important to learn how to use it wisely to help your customers rave about your products or services.  |
| <b>Building a Team to Win</b>                              | <i>Duncan Niederauer</i>             | The former CEO of the New York Stock Exchange teaches EITs on hiring to win, understanding our own weaknesses, and much more.  |
| <b>Building a Board</b>                                    | <i>Acumen Fund</i>                   | What constitutes a good board of directors for your company? Find out from this panel of startup experts.  |
| <b>Valuation and Exit Strategies</b>                       | <i>Andrew Romans</i>                 | Wondering why we'd cover these topics twice? Because they're complicated, and we want you to hear from experts who may have different opinions regarding business valuation and exit strategies.   |
| <b>Flipping Businesses 101</b>                             | <i>Mike Warren</i>                   | Learn what investors look for when they are buying a business and what it takes to do the deal – either as a seller if selling is your exit strategy or as a buyer.  |
| <b>Lessons from Two VCs</b>                                | <i>Phil Sanderson and Tim Draper</i> | This course will show you insider thinking from some of the country's top venture capitalists (VCs) as they interact with EITs.  |
| <b>The Journey of an Entrepreneur</b>                      | <i>Jerry Boyle</i>                   | Learn the importance of servant leadership from Jerry, the Founder and Executive Chairman of the Board of Correct Care Solutions, a leader within the correctional health care field. Learn to look at your journey as an entrepreneur as a marathon, not as a sprint. |